

TO: L'Tonya Spencer, Dawn Harris, Kristi Watkins, Brenda Woods, Mike Stephenson, Jon Richards

FROM: Sent on behalf of Brad Jackson by EPA Contractor Personnel (Suzanne Zoda/Mary Wenska)

DATE: March 9, 2004

SUBJECT: Request for Review of Draft Communication Strategy for Public Outreach related to Central Florida Pilot Radiation Assessment

Requested Action and Revised Schedule

Attached for your review and comment is the text of the draft communication strategy for the Central Florida Pilot Radiation Assessment. The strategy includes the following items:

- Draft notification list made up primarily of elected officials and media who represent/serve communities in and near the study area. (Contractor personnel are doubled checking the list and adding missing information as the internal EPA review is underway.)
- Draft Q&A sheet for distribution to elected officials and other interested community members.
- Draft map of the study area.
- Draft press release.

Note: These items will be formatted for public distribution, including adding the EPA logo and contacts for more information, as appropriate, after the text in the draft strategy and accompanying documents is reviewed and revised.

Please provide your comments to Brad Jackson regarding the attached strategy and accompanying documents on or before Monday, March 15.

This request for accelerated document review is being made to accommodate a change in the radiation assessment flyover schedule. At present, **flyovers are set to begin on April 14**; mobilization of flyover equipment and personnel will occur during the week of April 5.

The strategy and documents will be revised, formatted for public release, and distributed to reviewers for a final, peace of mind review on Thursday, March 18.

In line with communication activities outlined in the draft strategy and in consideration of the accelerated flyover schedule, the following revised schedule for public outreach is proposed:

- **During the week of March 29**, EPA RPM Brad Jackson will notify Florida DEP and DOH officials about the flyover.
- **During the week of April 5**, Kristi Watkins/Congressional Affairs, Brad Jackson, and L'Tonya Spencer, with Contractor support as needed, will notify federal, state, and local officials by letter and/or email/phone call (as appropriate).
- **April 9** (three business days before flyovers begin), Dawn Harris/Public Affairs staff will send press releases to media in and near the study area on Friday.
- **April 9** (three business days before flyovers begin), L'Tonya Spencer, with Contractor support, will make follow-up calls or send emails to local officials to make sure they have been notified about the radiation assessment and flyovers.

Background

On February 26, 2004, Brad Jackson hosted a meeting at EPA Region 4 to discuss plans for the first phase of EPA's Central Florida Phosphate Pilot Study. The meeting participants included EPA technical, community involvement, and public affairs staff, technical support contractors, and community involvement support contractors.

Brad Jackson, the Remedial Project Manager for the Phosphate Pilot Study, summarized plans for conducting a pilot radiation assessment of formerly mined lands in portions of Polk and Hillsborough Counties, Florida. Flyovers for the radiation assessment are expected to take two weeks, beginning April 14, 2004. Mary Spivey, EPA, showed views of the survey area based on layers of information contained in a Geographic Information System (GIS) file. Mary prepared the study area map for distribution to communities in and near the study area.

At the February 26 meeting, technical and community involvement participants discussed the implications of and potential approaches to providing information about the first phase of the project to various organizations and community audiences. Representatives of the Department of Energy Remote Sensing Laboratory contractor (Bechtel Nevada), which will conduct the flyovers, provided copies of press releases and informational materials used for similar projects in other parts of the country. Meeting participants discussed the scope of the Region 4 radiation pilot study initiative and proposed ideas for communicating about the first phase of the project before and during the two-week period of the aerial survey. Black & Veatch, the community involvement contractor, developed the draft communication strategy, Q&A sheet, press release, and notification list of communities/elected officials in the study area based on discussion at the Feb 26 meeting.